

CALENDAR OF EVENTS

May 1-2

North Shore Sunset on the Beach, Oahu

Sponsored by the City's Office of Economic Development, the event will feature restaurants, live entertainment, a country fair with contests and races, and blockbuster movies on a 30-foot screen. 808-637-4558

May 7-16

Prince Albert Music Festival, Kauai

Presented by the Prince Albert Foundation, the festival is named in honor of and dedicated to the memory of Prince Albert. The festival features some of the world's finest classical musicians and Hawaiian performers. 808-826-6439

May 15-22

From Russia with Aloha, Maui

This annual two-week international festival of contemporary music and art will feature renowned visiting and local composers, the EbbFlow Ensemble and multi media group, Maui artists, poets and dancers, and others. 808-876-1854

May 15-30

International Festival of Canoes, Maui

Master Carvers from nations across the Pacific come together with carvers from Hawaii to create real canoes from wood logs during this two-week event in Lahaina. 888-310-1117

May 15

Molokai Ka Hula Piko, Molokai

This event celebrates the many oral traditions of early Molokai that tell of the island as being the birthplace of the hula and will feature a variety of entertainment, Hawaiian food and hand-made crafts by the people of Molokai. 808-553-3876

Continued on page 2

Hawaii Launches New Business Information Web Site

A new Web site—hawaiiworks.com—featuring information about meetings, conventions and business development in the islands, was launched this month. In partnership with HTA, the Web site aims to revamp Hawaii's business brand image and bring new business activity to the islands. The Web site will serve as a vital resource for current and prospective business visitors looking to access pertinent information about conducting business in Hawaii, including local business community facts and relevant contacts to key entities. For more information, call Frank Haas at 808-973-2271.

Public Encouraged to Attend Marketing Update Meeting

The HTA, with its international marketing team: Hawaii Visitors & Convention Bureau (HVCB), Hawaii Tourism Japan (HTJ), Hawaii Tourism Europe (HTE), Hawaii Tourism Oceania (HTO), Hawaii Tourism Asia (HTAsia) and the Hawaii Convention Center (HCC), will be presenting updates on their respective marketing program as follows:

Hawaii Tourism Marketing Update Meeting

May 12, 2004

3:00-5:00 p.m.

Hawaii Convention Center



For more information, please contact Caroline Anderson (808) 973-2273.

CALENDAR OF EVENTS

May 22

12th Filipino Fiesta & Parade, Oahu

This annual Filipino celebration kicks off with a parade in Waikiki and will showcase a variety of Filipino food, entertainment and more at Queen Kapiolani Park. 808-680-0451

May 25-30

Kauai Music Festival 2004, Kauai

Songwriters from around the globe gather to attend this annual music festival to attend workshops, seminars and enjoy nightly performances of Grammy and Hawaiian Hoku winners. 808-634-6237

May 27-30

Kauai Polynesian Festival, Kauai

Entertainers and performers from the Polynesian islands participate in this annual festival that features dance competitions, a pageant show, seminars and workshops. 808-335-3635

May 30

Banana Poka Round Up, Kauai

This day-long environmental education fair is presented by the Hui o Laka and welcomes visitors, families and residents for a day of mountain music, workshops, exhibits and activities for all to enjoy. 808-335-9975

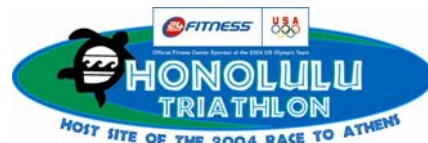
Note: *These events are supported by HTA through its Product Enrichment and Major Festivals Programs. HTA supports activities that enhance the visitor experience, retain our residents' quality of life, generate awareness of the Hawaii brand through national and international media exposure, and attract visitors to Hawaii as participants and spectators.*

Health & Wellness Tourism Workshop

As part of HTA's Health and Wellness Initiative, a Health & Wellness Tourism Workshop was held on April 29 at the Hawaii Convention Center. The workshop included presentations and working group sessions that covered areas of Hawaii's Health and Wellness market. Key representatives of health and wellness, tourism, healthcare, education, research and the community attended. HTA will use feedback gathered from the workshop to determine the next steps for the state's Health & Wellness Tourism strategy.

For more information, contact Lorraine Koike at 808-973-2267.

Hawaii Hosts First Olympic Event



Hawaii played host to the Honolulu Triathlon, the state's first Olympic qualifying event, on April 18, drawing top athletes from across the U.S. to compete in triathlon that included a 1,500-meter swim, 25-mile bike ride and 6-mile run. Spectators looked on as the athletes competed to take the top male and female spots to qualify for the team that will compete in this summer's Olympic Games in Athens. The Honolulu Triathlon generated an estimated \$4.6 million, including \$400,000 in tax revenue for the state. After the success of its first Olympic event, state officials hope Hawaii will be the site of similar competitions in the future.

State's Tourism Strategic Plan, *Ke Kumu*

HTA's efforts to update Ke Kumu is continuing with statewide meetings held throughout the months of March and April, and over 178 people participating in focus groups and public meetings. Additionally, public comments for the plan's input were also sent in to PBR Hawaii, the local planning firm, assisting HTA with this project. The next steps include the first draft of the plan by late May/early June, with the final product expected before year-end.



Ke Kumu meeting on Maui

For more information, visit HTA's website (www.hawaii.gov/tourism) or contact Lacey Kazama at 808-521-5631.

Marketing Highlights

2004 International Pow Wow

The 36th Annual International Pow Wow, the world's premier travel trade show, was held April 26-28 in Los Angeles. Representatives from HTA, HVCB's Island Chapters, HTA's international marketing contractors and more than 20 Hawaii vendors participated in the annual event organized by the Travel Industry Association of America. The event gave HTA and its marketing team the opportunity to develop new partnerships and maintain their existing relationships with more than 140 international and domestic wholesalers and tour companies. In addition, an all-island media release highlighting newsworthy travel announcements was distributed to 250 international media.



Hawaii Team L-R: Edie Hafdahl, Caroline Anderson, Thomas Drechsler, Vicky Moore, Noelani Schilling-Wheeler, Lynn Erfer, Yumi Ozaki, George Applegate and Helen Williams



Hawaii Visitors & Convention Bureau (HVCB)

Sharing Aloha: HVCB invites non-profit organizations statewide to take advantage of a free program that allows them to share Hawaii's spirit of aloha when traveling abroad. The online program—SharingAloha.com—is sponsored by HTA and operated by HVCB as a public service to help non-profit organizations promote Hawaii-inspired activities overseas, and receive promotional gift items for goodwill exchanges. Participating organizations will have their events publicized online on the Sharing Aloha Travel Calendar, which

is linked to HVCB's Web site, gohawaii.com. The program's concept was developed by Senator Donna Mercado Kim, chair of the state's Senate Tourism Committee.

HVCB Partners with American Airlines: HVCB's regional travel trade directors were key trainers in the American Airlines Spring Product Launch held March 1-19, in 10 U.S. cities. More than 2,000 retail travel agents participated in the educational presentations about Hawaii.

HVCB at Arizona ASTA: On March 26-28, Christina Aldanese with HVCB Central, Edie Hafdal of the Kauai Visitors Bureau, and Tom Risko of the Maui Visitors Bureau participated at the Arizona ASTA (American Society of Travel Agents) Trade Show Round Table. More than 300 agents attended and some took part in training to become certified as Hawaii Destination Specialists.



Christina Aldanese was a key trainer in the American Airlines Spring Launch

HVCB Attends NEMICE: HVCB's Convention Meetings and Incentive (CMI)/Hawaii team attended the 19th Annual New England Meetings Industry Conference and Exposition (NEMICE), which is New England's largest meeting industry conference and trade show sponsored by the New England Chapter of Meeting Professionals International. The Hawaii contingency met with key influential meeting planners who were part of the events which had more than 420 attendees.

Marketing Highlights (cont'd . . .)

Hawaii Tourism Japan (HTJ)

New TV Commercials in Japan: Last March, the Dentsu creative team and a film crew shot two TV commercials featuring Jake Shimabukuro. The commercials titled “Personal Healing” and “Big Landscape” were both shot on the Big Island. Both 15-second commercials will air in Japan in May.

HTJ Holds Second Press Tour: HTJ brought eight media representatives from Japan to Hawaii for its second press tour this month. The representatives visited attractions such as Iolani Palace and Honolulu Academy of Arts on Oahu before flying to Maui to participate in the Celebration of the Arts event. The Web team also visited the islands during this time to gather materials for HTJ’s photo library.

Golden Week: Golden Week, which began on April 29, is a peak time for travel for the Japanese. To celebrate the occasion, a series of events are taking place in Tokyo and Osaka, where HTJ is featuring Jake Shimabukuro, Miss Hawaii, Hawaiian music and hula dancers to heighten the festivity, turning Golden Week into “Hawaiian Week.”

Hawaii Tourism Oceania (HTO)

New Hawaiian Airlines Advertising Campaign: A major cooperative campaign was launched in March to promote the new Hawaiian Airlines Australian flight service starting in May. A number of key wholesalers and retail chains are offering an introductory package deal starting from \$699 AUD, which includes three nights accommodation. According to key wholesalers, the response has been overwhelming and thousands of seats have already been sold. The Australian market has not seen Hawaiian deals like this since the late 1980s.



Gemma O'Brien and the Mililani High School orchestra on the steps of the Opera House

Aloha Down Under Road Show will be hosted by HTO in partnership with Hawaiian Airlines. The event will be held in Australia from May 31-June 4 and will focus on travel agent training. For more information on the event, contact Gemma O'Brien at gobrien@hawaiiitourism.com.au.

One of the co-op advertising campaigns done in April with Hawaiian Airlines, Creative Holidays, Travelscene and Jetset.

International Music Goodwill Concert: An orchestra featuring 120 students from Mililani High School performed patriotic selections and hula performances at the International Goodwill Concert held at the Sydney Opera House on March 22. The sold-out event included a grand prize trip for two to Hawaii, courtesy of Spree Island Holidays and Hawaiian Airlines.

May Day Promotion: HTO launches its “Month of May, Month of Lei” promotion next month, which targets trade and consumer markets with various activities: fresh flower lei to the media, news release distribution, trade publication advertising, co-op activities and a breakfast function for Hawaiian wholesalers. For further information, please contact Darragh Walshe at dwalshe@hawaiiitourism.co.nz.

Marketing Highlights (cont'd . . .)

Hawaii Tourism Europe (HTE)

Sinn & Leffers Hawaii Promotion: Sinn & Leffers, a young fashion chain of Karstadt, Germany's largest department store, will feature a 4-minute Hawaii destination report on large TV screens displayed throughout the store. The report will be repeated 20 times a day and will be viewed by 1.5 million people.

Dole & Hawaii Promotion: The European Dole & Hawaii promotion, which started on April 12, will be promoted in hundreds of retail markets with posters and postcards. Hawaii-branded pineapples and bananas will be distributed in Germany, Austria, Switzerland, Scandinavia and Eastern European countries. A mini Dole & Hawaii Web site has been created within the www.hawaiiitourism.de Web site.



The Dole & Hawaii promotion poster distributed in retail markets throughout Europe

Top UK Media Visit the Islands of Hawaii: HTE has arranged for a number of leading media publications to experience the Hawaiian islands this year, including the UK's top national newspaper, The Sun, and magazines such as the Sunday Times Travel magazine and New!

Hawaii Tourism Asia (HTAsia):



Korean journalists in front of the historic house Puuopelu in Waimea on the Big Island.

Hawaii Tourism Korea Organizes First Media Trip: Hawaii Tourism Korea successfully conducted its first media familiarization trip from March 17-21. With several journalists from Korea's leading daily newspapers and a top travel photographer visiting Oahu and the Big Island, the trip is expected to generate over \$300,000 worth of media coverage.

New Chinese Web sites Launched: Official Web sites for both Hawaii Tourism China (www.gohawaii.cn) and Hawaii Tourism Taiwan (www.gohawaii.org.tw), which will be linked to the HVCB Web site, were recently launched to service local Web users. The Web site for China is written in simplified Chinese and the Web site for Taiwan is written in traditional Chinese.



Hawaii Tourism Taiwan's Web site

Promotion with General Motors in China: Hawaii Tourism China (HTC) is partnering with General Motors (GM) in China for a large-scale Hawaii promotion. GM will be giving away 10 trips for two to Hawaii during this nationwide promotion, which will reach more than 600,000 potential visitors. The GM membership magazine, which has 450,000 readers, will feature an advertisement of the Hawaii promotion. HTC welcomes assistance from companies in Hawaii interested in participating. For further information, contact Tina Yao at tinayao@marketinggarden.com.

Marketing Highlights (cont'd . . .)

Hawaii Convention Center (HCC)

Prestigious Study Ranks Hawaii Convention Center Most Attractive in North America: The Hawaii Convention Center (HCC) ranked No. 1 overall as the *most attractive convention center* and a No. 3 ranking for *good food served* among 40 major convention centers in North America according to a METRO POLL X study by Gerard Murphy & Associates. HCC also ranked in the “top 20” in 19 out of 21 areas evaluated. In addition, HCC was ranked No. 1 among a sample of Hawaii clients in a special add-on study, which included HCC and nine other major convention centers in the United States.



An aerial shot of the No. 1 ranked
Hawaii Convention Center

HTA Board News

The HTA Board welcomes the reappointment of three members:

- **Vernon F.L. Char**, founder in his current law firm, Char Sakamoto Ishii Lum & Ching, for a term to expire June 30, 2006;
- **Kyoko Y. Kimura**, president and general manager of Diamond Resort Hawaii, for a term to expire June 30, 2008; and
- **John J. Toner**, executive vice president of Ko Olina Resort, for a term to expire June 30, 2006.

And the addition of two new members:

- **Frank Kawaikapuokalani Hewitt**, Kumu hula and Director of Hawaiian culture and events for Royal Lahaina Resorts, for a term to expire June 30, 2006; and
- **Gail Haraguchi**, Vice President of GKO & Associates, for a term to expire June 30, 2008.

HTA's next board meeting is scheduled for 9:30 a.m. on Friday, May 14, 2004 at the
Hawaii Convention Center, Executive Board Room.

2004 State Parks Survey

The 2004 Survey of State Parks was completed by OmniTrak Group for HTA. The survey was conducted to estimate the number of people who use or visit state parks; to identify park user mix by point of origin; and to evaluate behavior and attitudes of park users, especially satisfaction levels. The information was gathered in part to assist the Hawaii State Department of Land and Natural Resources' State Parks Division to prioritize needed maintenance and renovation projects in the State Parks system.

More than 11,500 completed questionnaires were collected from July 26, 2003 to January 15, 2004 as part of this effort. In addition, surveyors conducted in-person counts of park users and audits of facilities during the visits.



The survey found that park users would appreciate better signage like the ones pictured.

According to the survey results:

- An estimated 9.2 million people visit Hawaii State Parks each year.
- Statewide, 69 percent or 6.3 million users are out-of-state visitors.
- Statewide, 31 percent or 2.9 million are residents.
- The five most popular State Parks include:
 - Nuuanu Pali State Wayside on Oahu,
 - Haena State Park on Kauai,
 - Diamond Head State Monument on Oahu,
 - Wailua River State Park on Kauai, and
 - Na Pali Coast State Park on Kauai.
- Park goers are generally highly satisfied with the natural elements that drive satisfaction such as the scenery or habitat.
- Park goers are less satisfied with what should be value-added drivers, in particular the condition of comfort facilities and restrooms, and the availability of food concessions and security measures.
- Park users would appreciate better interpretive and directional signage.

For more information about this survey and a copy of the final report, please go to the HTA website at www.hawaii.gov/tourism.

OUT & ABOUT

In an effort to keep Hawaii top-of-mind throughout the world, following is a calendar of major tradeshow/events featuring Hawaii.

May 4-6

Delta Vacations Travel Agent Shows
Quincy, Hartford, Cincinnati

May 3-8

Texas Annual Sales Blitz
Dallas, Houston, Austin

May 10-12

Delta Vacations Spring/Summer Promotions
White Plains, Atlanta

May 13-17

GoGo Hawaii Learning Conference
Honolulu

May 16-18

MAST Annual Conference
Chicago

May 16

Direct Selling Association
New Orleans

May 21-23

Pacifika: Hawaiian Film Festival
New York

May 31-June 4

Aloha Down Under Roadshow
Sydney, Melbourne, Brisbane

June 3-6

Korea World Travel Fair
Seoul



TOURISM AUTHORITY

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